

What is Claimed Is:

1. A control system for media content data broadcast comprising:
a control processor operatively associated with a web server, said control processor and
5 said web server each having communication links to a computer network;
at least one uplink, said uplink being remote from said control processor and said uplink
being operatively connected to said computer network;
said control processor being configured to receive control instruction requests through
said communication link with said computer network;
10 said control instruction requests being entered through a remote communication link
with said computer network; and
said control processor being further configured to generate a control instruction
command and to control transmissions made by said at least one uplink by sending to said at
least one uplink said control instruction command through said computer network.
- 15 2. A control system of claim 1 wherein said computer network is the Internet.
3. The control system of claim 1 wherein said control instruction command is sent in batch
mode.
4. The control system of claim 1 wherein said control instruction command is sent in
session mode.
- 20 5. The control system of claim 1 wherein said control instruction requests are sent in
session mode.
6. The control system of claim 1 wherein control instructions include at least one control
instruction selected from the group consisting of:
advance scheduling and periodic scheduling.

7. A broadcast satellite uplink for transmitting media content data to a satellite for broadcast to a plurality of receivers comprising:

an encoder for encoding a digital video broadcast bitstream stream in a transmittal format;

5 a multiplexer;

a transmitter;

a control inserter being configured to receive control instruction commands via email from a remote control processor, and said control inserter being further configured to encode into a digital video broadcast bitstream control instructions taken from said control instruction

10 command email; and

an email communication link between said control inserter and a computer network.

8. A control processor for satellite broadcast of media content data comprising;

a control processor being configured to build control instruction commands, said control instruction commands being executable by an uplink for transmission of a digital video broadcast bitstream including control instructions contained within said control instruction command;

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said control processor being in operative communication with a web server such that control instruction requests are received by said control processor after said requests are received by said web server in an HTTP transmission from a remote web browser;

20 said control processor being further configured to package control instructions from said control instruction requests in an email to at least one remote uplink; and

a communication link to a computer network, said communication link allowing said control instruction command to be emailed to remote uplinks.

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9. The control processor of the previous claim wherein said communication link further allows confirmation message from said at least one remote uplink back to said control processor via email.